

1955

15th YEAR • A WEEKLY PUBLICATION

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

TRAFALGAR 9-2343

january

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january

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march

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NEW YORK 21, N. Y.

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, AUGUST 29, 1955</u>			
Now Showing	INFANTS' & CHILDREN'S WEAR FOR HOLIDAY Yolande's collection of infants' and children's wear for Holiday. By invitation. Publicity: Viola Shefer, PL. 3-3173.	YOLANDE CORP.	1407 BROADWAY SHOWROOM - 23RD FLOOR
Monday August 29 1:15 P.M. Luncheon	PRESS PREVIEW: NEW HAIR STYLES The Hair Fashion Council of America will preview new hair styles. By invitation only. Contact: Marian Graham, 341 Madison Ave., MU. 4-3314.	THE HAIR FASHION COUNCIL OF AMERICA	WALDORF-ASTORIA PERROQUET SUITE
Tuesday August 30 9:30 A.M.	OPENING OF NEW SHOE SALON Macy's will invite the press to preview their new 4th Floor shoe salon. By invitation only. Publicity: Barbara Gray, CH. 4-2000, Ext. 2431.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Wednesday August 31 4:00 P.M.	PREVIEW: RESORT & HOLIDAY COLLECTION Mignon will preview their Resort and Holiday dressy afternoon and cocktail collection for misses. By invitation only. <u>Continuous daily trade showings from Sept. 12.</u> Contact: Florence Farmer, BR. 9-5991.	MIGNON	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Cancelled August 31	MACY'S NEW YORK PREVIEW OF BASEMENT HOUSEWARES DEPARTMENT, ORIGINALLY SCHEDULED FOR 4:00 P.M., HAS BEEN POSTPONED. (New Date & Time To Come).		

Beginning Wednesday August 31	CRUISE OPENINGS IN LOS ANGELES Aug. 31: Marjorie Michael. Sept. 6: Rose Marie Reid, De Weese, Alex Colman, Spectator. Sept. 7: Gantner, Barney Max (Rosenblum), Georgia Kay, Caltex. Sept. 8: Cole, Maurice Handler, Marjorie Montgomery, Tabak. Sept. 9: Catalina, Georgia Bullock, Junior Miss, Pat Premo. Sept. 12: Jantzen, Billy Dee, Irene Saltern. Sept. 13: Saba, M.R. Fleischman. Sept. 20: White Stag.	CALIFORNIA MANUFACTURERS	LOS ANGELES, CALIFORNIA
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Thursday Sept. 1 2:00 P.M.- 7:00 P.M.	PREVIEW OF FALL DECORATIVE FABRICS Preview of Fall collection of decorative fabrics by Cheney Greeff. By invitation only. Contact: Albert Leach, PL. 1-0200.	CHENEY GREEFF CO., INC.	4 EAST 53RD STREET SHOWROOM - 2ND FLOOR
Friday Sept. 2 11:15 A.M. Brunch	PARIS IMPORT SHOW "Crème de Paris"--fourth edition of Fashion Panorama, new fashions from Paris, by Kittie Campbell, woman's editor of The Evening and Sunday Bulletin. By invitation. Contact: Charles W. Detweiler at The Bulletin.	THE EVENING & SUNDAY BULLETIN (PHILA.)	BELLEVUE-STRATFORD PHILA., PA.
Sept. 5	LABOR DAY (Monday)--Legal Holiday.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Sept. 5- Sept. 6	ANNUAL FASHION AWARDS AT EXPOSITION IN DALLAS The Neiman-Marcus Eighteenth Annual awards for distinguished service in the field of fashion will be presented to designer Pierre Balmain of Paris; Henry Dreyfuss, industrial designer; Florence Eiseman, designer of children's clothes; Vera Maxwell, American fashion designer; Sally Kirkland, fashion editor of "Life" magazine. Awards and first night fashion show will be followed by a formal ball at the Baker Hotel. Proceeds to the Permanent Acquisition Fund of the Dallas Museum of Fine Arts. Tickets available to the public Tuesday evening. Contact: Kay Kerr, LO. 4-1200 in N.Y.; or Marihelen McDuff at Neiman-Marcus, Dallas, Texas.	NEIMAN-MARCUS	DALLAS, TEXAS

PRESS PREVIEWS: FALL CUSTOM ORDER AND ORIGINALS
FOR MEMBERS OF THE PRESS WHO HAVE BEEN SPECIFICALLY INVITED

Tuesday Sept. 6	<u>SAKS FIFTH AVE.</u> At 11:00 A.M.	611 FIFTH AVE. (Designed by Sophie)	PUBL: GRACE DE MUN,	PL. 3-4000
Wednesday Sept. 7	<u>BERGDORF GOODMAN</u> At 11:30 A.M.	745 FIFTH AVE. (Note Change of Time.)	PUBL: FLORENCE NEFF,	PL. 3-7300
Thursday Sept. 8	<u>HATTIE CARNEGIE</u> At 3:00 P.M.	42 EAST 49TH ST.	PUBL: RUTH SMITH,	PL. 5-2600
Friday Sept. 9	<u>HENRI BENDEL</u> At 10:30 A.M.	10 WEST 57TH ST.	PUBL: FRANCES ANDERSON,	CI. 7-1100
Tuesday Sept. 13	<u>BONWIT TELLER</u> At 3:00 P.M.	721 FIFTH AVE.	PUBL: SOPHIE SHONNARD,	EL. 5-6800
Wednesday Sept. 14	<u>ELIZABETH ARDEN</u> At 3:00 P.M.	691 FIFTH AVE.	PUBL: RASPONI ASSOC.	TE. 8-8171
Monday Sept. 19	<u>MAINBOCHER</u> At 11:00 A.M.	6 EAST 57TH ST.	PUBL: ELEANOR LAMBERT,	MU. 8-2130

Tuesday Sept. 6 4:00 P.M.	COCKTAIL PREVIEW OF "CABINCRAFT" RUGS By invitation only.	MACY'S NEW YORK Publicity: Barbara Gray,	13TH FLOOR EXEC. DINING ROOM CH. 4-2000, Ext. 2431.
Beginning Tuesday Sept. 6	ELLEN KAYE CRUISE AND SPRING FASHIONS Lang-Kohn presents the Ellen Kaye Cruise and Spring fashions. By appointment only.	LANG-KOHN Publicity: The Miles,	HOTEL NEW YORKER SUITE 2447 CO. 5-5962.
Beginning Tuesday Sept. 6	MINX MODES CRUISE & SPRING FASHIONS R. Lowenbaum presents the Minx Modes Cruise and Spring fashions. By appointment only.	R. LOWENBAUM MFG. CO. Publ: The Miles,	HOTEL NEW YORKER SUITE 2431 9 Rockefeller Plaza, CO. 5-5962.
Beginning Tuesday Sept. 6	BALL GOWNS BY GASTON MALLET Presentation of silk debutante ball gowns, designed by Gaston Mallet. Continuous daily showings.	MURRAY HAMBURGER & CO. Contact: Florence Hamburger,	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR BR. 9-2680.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Sept. 7 9:00 A.M.- 12:00 Noon	DISPLAY OF HOME FURNISHINGS FABRICS Display by Stroheim & Romann of their fabrics for home furnishings. By invitation. Publicity: Jamian Advertising, 30 Vesey St., WO. 2-6020.	STROHEIM & ROMANN	35 EAST 53RD STREET
Wednesday Sept. 7 3:30 P.M.	PRESS PREVIEW: ACCESSORY BAZAAR Seventh annual Accessory Bazaar, and a showing of accessory imports. By invitation only. Publicity: Barbara Gray, CH. 4-2000, Ext. 2431.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Sept. 7	BERGDORF GOODMAN'S CUSTOM COLLECTION FOR PRESS AT 11:30 A.M. (See Page 2).		
Beginning Wednesday Sept. 7	OPENING OF HOLIDAY COLLECTION "The Touch of Gold"--showing of Nelly de Grab's Holiday collection. Contact: BR. 9-2581. Publ.: Sidney Dee Bloeme, 35 W. 53 St., JU. 6-4490.	NELLY de GRAB	533 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Thursday Sept. 8 11:00 A.M.	PRESS PREVIEW OF HOWARD GREER FASHIONS Jay Thorpe will invite the press to preview Howard Greer's Fall collection. Customer showing, 2:30. By invitation. Publ.: Jane Negbaur, JU. 6-1000.	JAY THORPE	4TH FLOOR
Thursday Sept. 8 2:30 P.M.	RICHARD COLE FALL FASHIONS De Pinna will present Fall fashions by Richard Cole. Commentator: Alan Phillips. Press invited. Open to public. Publ.: Claire McIntosh, MU.8-2000.	DE PINNA	4TH FLOOR
Sept. 8	HATTIE CARNEGIE'S CUSTOM COLLECTION FOR PRESS AT 3:00 P.M. (See Page 2).		
Thursday Sept. 8 3:30 P.M.- 5:30 P.M.	PREVIEW OF NEW STERLING PATTERN Gorham will show its new sterling silverware pattern to the press. By invitation only. Publicity: Audrey Cooper, CO. 5-2772.	THE GORHAM CO.	EL MOROCCO 154 EAST 54TH STREET
Thursday Sept. 8 5:00 P.M.- 7:00 P.M.	PRESS PREVIEW OF NEW FALL FABRICS Jofa will preview their new Fall decorative fabrics to the press. By invitation only. Publ.: Richard Dillon, Jr., 410 W. 24th St., CH. 3-6112.	JOFA, INC.	45 EAST 53RD STREET SHOWROOM - 6TH FLOOR
Friday Sept. 9 9:30 A.M. Coffee	PREVIEW: FALL FASHIONS FOR TALL GIRLS Press preview of Fall suits and dresses from Lane Bryant's "Over-Five-Seven" Shop. By invitation only. Publicity: Paula Miller, LE. 2-0200.	LANE BRYANT	10TH FLOOR
Sept. 9	HENRI BENDEL'S CUSTOM COLLECTION FOR PRESS AT 10:30 A.M. (See Page 2).		
Saturday Sept. 10 11:00 A.M.	SHOWING OF BACK-TO- SCHOOL FASHIONS Kresge-Newark will present back-to-school fashions for children. Press invited. Open to public. Publicity: Rita Nagle, Mitchell 2-8000.	KRESGE-NEWARK	2ND FLOOR
Sunday Sept. 11- Sept. 15	FIRST "BOUTIQUE" TRADE SHOW Contact: Allen Bryson, 551 Fifth Ave., OX. 7-2825.	NATIONAL BOUTIQUE SHOWS, INC.	PARK SHERATON HOTEL

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Sept. 12 11:00 A.M.	PRESS PREVIEW OF IMPORT COLLECTION Preview for the press of Bergdorf Goodman's imports. By invitation only. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	4TH FLOOR
Monday Sept. 12 12:00 Noon	PREVIEW OF FASHIONS BY MURIEL KING Press preview of Fall fashions by Muriel King, with Stein & Blaine furs. (<u>Note Change of Date</u>). By invitation only. Contact: Betty Greenburg, PL. 3-7700.	STEIN & BLAINE	13 WEST 57TH STREET 2ND FLOOR
Monday Sept. 12 3:30 P.M.	PREVIEW OF NEW COTTON LINGERIE Seamprufe will preview a new collection of cotton lingerie, including foreign adaptations. By invitation only. Contact: Holly Bittner, LO. 4-8040. Publicity: Rosemary Sheehan, CI. 7-8060.	SEAMPRUFE, INC.	412 FIFTH AVENUE (ENT. ON 37TH STREET)
Beginning Monday Sept. 12	OPENING OF HOLIDAY COLLECTION Showing of Charles Gelatt's Holiday collection of cocktail and evening fashions. By appointment. Contact: Russell O'Neil, TE. 8-2975. Publicity: Betty Impellitteri Associates, PL. 3-1170.	CHARLES GELATT	27 EAST 62ND STREET
Beginning Monday Sept. 12	RESORT & HOLIDAY OPENINGS IN CALIFORNIA Contact: Resort Wear Guild, 740 So. Broadway, Los Angeles 14, Calif.	RESORT WEAR GUILD	LOS ANGELES, CALIFORNIA
Tuesday Sept. 13 9:00 A.M. Breakfast	PRESS PREVIEW: COTTONS FOR RESORT AND SPRING Pacific Mills' Cotton Division will preview their new line of apparel fabrics for Resort and Spring. By invitation only. Contact: Liz Daly, BR. 9-3366, Ext. 383.	PACIFIC MILLS (COTTON DIVISION) 1407 B'WAY	HAMPSHIRE HOUSE THE COTTAGE
Sept. 13	BONWIT TELLER'S CUSTOM COLLECTION FOR PRESS AT 3:00 P.M. (See Page 2).		
Tuesday Sept. 13 3:00 P.M.	PREVIEW: HOLIDAY & RESORT COLLECTION Preview of Holiday and Resort junior dresses and ensembles. By invita- tion. <u>Trade showings at 10:30 A.M. and 3:00 P.M., beginning Wednesday,</u> <u>Sept. 14.</u> Contact: Ray Horwitz, LO. 4-1860.	JACK HORWITZ ASSOCIATES	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Tuesday Sept. 13 4:00 P.M. Cocktails	PREVIEW OF COTTONS IN CALIFORNIA Premiere showing by Casino of California of their dressy cottons for Resort and Cruise. By invitation. Daily thereafter in their showroom at 112 West 9th St., Los Angeles. Contact: Robert Sloan at Los Angeles showroom.	CASINO OF CALIFORNIA	TOWN HOUSE. LOS ANGELES, CALIF.
Wednesday Sept. 14 11:00 A.M.	FALL CUSTOM HATS BY MARTIN BELASCO Jay Thorpe will present Martin Belasco's Fall custom millinery. By invitation only. Publicity: Jane Negbaur, JU. 6-1000.	JAY THORPE	4TH FLOOR
Sept. 14	ELIZABETH ARDEN'S CUSTOM COLLECTION FOR PRESS AT 3:00 P.M. (See Page 2).		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Sept. 14 4:30 P.M. Cocktails	PRESS PREVIEW OF IMPORTS & COPIES "Couture Grand Tour"--showing of Macy's imports and copies. By invitation only. Publicity: Barbara Gray, CH. 4-2000, Ext. 2431.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Thursday Sept. 15 9:00 A.M. And 12:00 Noon	IMPORT FASHIONS AT TWO SHOWINGS Fall presentation of imports at breakfast (9:00 A.M.) and luncheon (12:00 Noon). Speaker and commentator: Carmel Snow, Editor of "Harper's Bazaar". Co-Chairmen, Ready-to-Wear Division: Alice Burrows and Adelia Ellis. Prices: Breakfast--\$5.50 (members), \$8.00 (guests); Luncheon--\$8.00 (members), \$10.00 (guests). Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Assoc., 2 W. 59th St., EL. 5-7872.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA GRAND BALLROOM
Thursday Sept. 15 1:00 P.M. Luncheon	FALL FASHIONS BY SEYMOUR FOX Luncheon presentation of Fall fashions by Seymour Fox, available at Bonwit Teller. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Plaza Fashion Dir.: Mary Alice Rice, CI. 6-1790.	BONWIT TELLER	HOTEL PLAZA PERSIAN ROOM
Thursday Sept. 15 2:30 P.M.	PREVIEW OF WINTER COLLECTION Mme. Garnett's Winter collection of holiday clothes, cocktail dresses and ball gowns. By invitation only. Contact: Ruth Lynford, EL. 5-5275. Publicity: Elizabeth Maher Associates, 424 Madison Ave., EL. 4-4248.	ELEANORA GARNETT	47 EAST 51ST STREET SALON
Beginning Thursday Sept. 15	"DRESS FORMAL FOR THEATRE" MONTH "Dress Formal for Theatre" Month in honor of New York City's numerous theatre openings during the forthcoming Fall season. Contact: Terry Seymour at Saul Richman Assoc., MU. 8-1770.	AFTER SIX (MEN'S FORMALS - PHILA.)	NEW YORK CITY
Friday Sept. 16 9:30 A.M. Breakfast	PREVIEW: SWIMSUITS AND SUNCLOTHES Presenting swimsuits and sunclothes by Jantzen for men, women, juniors and children; including new "International Set" collection aboard the Cristoforo Colombo. By invitation only to buyers and press. Buyer contact: Maryle Allen, OX. 7-0811. Publicity: Karin Johnson, OX. 7-2797.	JANTZEN, INC. & THE ITALIAN LINE	CRISTOFORO COLOMBO PIER #84 - W. 44TH ST.
Sept. 17	ROSH HASHONAH --- First Day of Jewish New Year (Saturday).		
Sept. 19	MAINBOCHER'S CUSTOM COLLECTION FOR PRESS AT 11:00 A.M. (See Page 2).		
Monday Sept. 19 1:00 P.M. Luncheon	LUNCHEON SHOWING OF IMPORTS AND COPIES Gimbels will present a fashion show of their International imports and copies. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. (Customer showings, Gimbels 3rd floor, Sept. 19 at 6:00 P.M.; Sept. 20 and Sept. 21 at 1:30 P.M.) Gimbels' Publ.: Margot Infantino, LO. 5-1500, Ext. 600. Plaza Fashion Dir.: Mary Alice Rice, CI. 6-1790.	GIMBELS	HOTEL PLAZA TERRACE & PERSIAN
Sept. 19- Sept. 25	NATIONAL SWEATER WEEK. Contact: Charles Reichman, Nat'l Knitted Outerwear Foundation, 386 Fourth Avenue, MU. 3-7520.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Sept. 20 2:30 P.M.	FALL FASHIONS BY CARLYE DRESS De Pinna will present Fall fashions by Carlye Dress. Press invited. Open to public. Publicity: Claire McIntosh, MU. 8-2000.	DE PINNA	4TH FLOOR
Tuesday Sept. 20 4:30 P.M.- 6:30 P.M. Cocktails	PREVIEW OF 1956 SWIMSUIT COLLECTION Cocktail preview of Catalina's 1956 collection of swimsuits and play-clothes. Showing at 5:15 P.M. By invitation only. Publicity: Virginia Dickson at Catalina, LA. 4-8017.	CATALINA, INC. (358 FIFTH AVENUE)	ST. REGIS HOTEL ROOF
Wednesday Sept. 21 8:30 A.M. Exhibit 9:00 A.M. Breakfast	NEW SEWING AID & HOME SEWING DESIGNS Exhibit for the press of boutique apparel and home furnishing ideas, designed especially for home-sewing. Also, introduction of a new home sewing aid. Guest of Honor: Mary Brooks Picken. By invitation only. Contact: Ann Valkanas, CH. 4-6040.	BEIDING CORTICELLI (1407 BROADWAY)	1407 CLUB 1407 BROADWAY
Wednesday Sept. 21 12:15 P.M. Luncheon	SHOWING OF FALL FASHIONS Showing of dresses, costumes and coats for Fall. Press invited. Open to public. Publicity: Rita Nagle, Mitchell 2-8000.	KRESGE-NEWARK	7TH FLOOR THIMBLEBERRY ROOM
Wednesday Sept. 21 12:30 P.M. Luncheon	"FASHIONS WITH LEATHER" AT LUNCHEON SHOW Fall fashions with leather, presented by Leather Industries of America, in cooperation with Saks Fifth Avenue. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Leather Industries' Publ: Billie Gould, MU. 6-7956. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	LEATHER IND. OF AMERICA; SAKS FIFTH AVENUE	HOTEL PIERRE COTILLION ROOM
Wednesday Sept. 21 4:00 P.M. Cocktails	PRESS PREVIEW OF SWIMSUIT COLLECTION Caltex will preview their Cruise and Summer swimsuits, with showing at 4:30 P.M. By invitation only. Contact: Joan Blumberg, MU. 9-2100.	CALTEX OF CALIFORNIA	417 FIFTH AVENUE SHOWROOM - 6TH FLOOR
Thursday Sept. 22 11:00 A.M.	PRESS PREVIEW OF FUR FASHIONS Maximilian will present Fall and Winter fur fashions to the press. By invitation only. Publicity: Rasponi Associates, TE. 8-8171.	MAXIMILIAN	20 WEST 57TH STREET SALON
Thursday Sept. 22 1:00 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW Rosette Pennington's Fall fashions at luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Rosette Pennington contact: PL. 9-3737. Plaza Fashion Dir: Mary Alice Rice, CI. 6-1790.	ROSETTE PENNINGTON	HOTEL PLAZA PERSIAN ROOM
Sept. 26	YOM KIPPUR--Jewish Day of Atonement (Monday).		
Tuesday Sept. 27- Sept. 30 10:00 A.M.- 5:00 P.M. Open House	EXHIBIT OF SILKS AND COTTONS "Oriental Express"--an exhibit of Japanese and Hawaiian silks and cottons, presented by A. P. Silk of New York and Kanebo of Japan. Press preview, Tues., Sept. 27, by invitation. Contact: Countess Denise Dolfen, LO. 4-3335. Publicity: Ken Williams, JU. 6-8217.	A. P. SILK CO., INC.	1412 BROADWAY SHOWROOM - 15TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Sept. 27 11:30 A.M.	PRESS PREVIEW OF FUR FASHIONS Bergdorf Goodman will invite the press to preview their Fall and Winter fur fashions. By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	4TH FLOOR
Tuesday Sept. 27 12:30 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW Fall fashions designed by Belle Saunders for Abe Schrader, available at Bonwit Teller. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Abe Schrader Publicity: Betty Yarmon, LO. 4-9194. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	ABE SCHRADER	WALDORF-ASTORIA STARLIGHT ROOF
Tuesday Sept. 27 1:00 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW "Fashion Show of the Month"--fashions by Pauline Trigere in Hotel Ambassador's series of monthly luncheon fashion shows. Press by invitation. Public by reservation; contact: Banquet Department, PL. 5-1000. Produced by Mary Alice Rice, CI. 6-1790.	PAULINE TRIGERE	HOTEL AMBASSADOR BALLROOM
Tuesday Sept. 27 4:00 P.M. Cocktails	PRESS PREVIEW OF SWIMSUIT COLLECTION Roxanne will present to the press their 1956 collection of swimsuits. By invitation only. Contact: Marion Cherry, MU. 2-7025.	ROXANNE (1407 BROADWAY)	SAVOY PLAZA HOTEL SAVOY ROOM
Wednesday Sept. 28 12:30 P.M. Luncheon	PREVIEW OF FALL READY-TO-WEAR FASHIONS Bloomingdale's "Green Room" fashions will be presented during luncheon. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Bloomingdale's Publicity: Margaret deMille, EL. 5-5900. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	BLOOMINGDALE'S	HOTEL PIERRE COTILLION ROOM
Wednesday Sept. 28 2:30 P.M.	IRENE OF CALIFORNIA-- FALL & WINTER COLLECTION Gunther Jaeckel will preview Irene of California's Fall & Winter collection. By invitation only. Publicity: Carole Paley, PL. 5-7000.	GUNTHER JAECKEL	3RD FLOOR FASHION SALON
Wednesday Sept. 28 4:00 P.M. Cocktails	PRESS PREVIEW OF SWIMSUIT COLLECTION Preview of Flexees' Cruise and Summer swimsuits. <u>Showing at 4:30 P.M.</u> By invitation only. Contact: Joan Blumberg, MU. 9-2100.	FLEXEES	417 FIFTH AVENUE SHOWROOM - 6TH FLOOR
Thursday Sept. 29 2:30 P.M. Cocktails	PREVIEW: RESORT & SPRING COLLECTION Preview of David Crystal's Resort and Spring dresses for press and resident buyers. By invitation only. <u>Daily trade showings at 10:30 A.M., beginning Monday, Oct. 3.</u> Publicity: Terry Mayer, BR. 9-6560.	DAVID CRYSTAL, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Sept. 29- Oct. 8	HOME FASHION TIME. Contact: National Home Fashions League, 141 E. 44th St., MU. 7-8122.		
Friday Sept. 30 9:00 A.M. Breakfast	PRESS PREVIEW: 1956 BEACH FASHIONS Cole of California's 1956 collection of beach fashions for misses, juniors and children. <u>Showing at 9:30 A.M.</u> By invitation only. Publicity: Margot Mallary, 2615 Fruitland Ave., Los Angeles, Cal.	COLE OF CALIFORNIA	HOTEL PIERRE COTILLION ROOM

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Monday Oct. 3	RESORT-SPRING OPENINGS CASUAL WEAR LINES Member firms of the Creators of American Fashions include: ADLER & ADLER, INC. DAVIDOW DAVID M. GOODSTEIN, INC. Contact individual manufacturers.	CREATORS OF AMERICAN FASHIONS, INC. KANE-WEILL ZOLTAN ROSENBERG CO. SPORT-CRAFT, INC.	INDIVIDUAL MEMBERS' SHOWROOMS
Beginning Tuesday Oct. 4 10:30 A.M.	OPENING: RESORT & SPRING COLLECTION Kane-Weill's Resort & Spring collection and Nan Westley sportswear and separates. Daily at 10:30 A.M. Contact: Eleanor Rose, LO. 5-3041.	KANE-WEILL	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Wednesday Oct. 5 12:30 P.M. Luncheon	DESIGNER FASHIONS AT LUNCHEON SHOW Else Fritz will present American and European designer fashions during luncheon. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	ELSE FRITZ (36 CENTRAL PARK SO.)	HOTEL PIERRE COTILLION ROOM
Monday Oct. 10 8:30 P.M.	MEN'S MARKET WEEK-- FABRIC-STYLE SHOW Opening of Spring-Summer men's market week with a fabric-style show. Entire presentation produced, staged and directed by the Johnson-Roth Associates. By invitation only. Contact: Paul Roth, SA. 2-5692. Publicity: Edward M. Meyers Assoc., AL. 4-4455.	CLOTHING MANUFACTURERS ASS'N OF U.S.A.	HOTEL COMMODORE
Oct. 12 12:30 P.M. Luncheon	FALL FASHIONS DURING LUNCHEON Altman will present Fall fashions during luncheon. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Altman Publicity: Eleanor Horton, MU. 9-7000. Pierre Fashion Dir: Nola Luxford, TE. 8-8000.	B. ALTMAN & CO.	HOTEL PIERRE COTILLION ROOM
Wednesday Oct. 19 12:30 P.M. Luncheon	FALL MILLINERY AT LUNCHEON SHOW Fall millinery by Don Marshall. Public by reservation; contact: "Beverly", TE. 8-8000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	DON MARSHALL, INC. (53 EAST 54TH STREET)	HOTEL PIERRE COTILLION ROOM
Thursday Oct. 20 3:00 P.M. Cocktails	PREVIEW OF RESORT & SUMMER SWIMSUITS Rose Marie Reid will preview her Resort and Summer swimsuit collection for misses and juniors. Show followed by cocktails. By invitation only. Publicity: Jan Lovett at Rose Marie Reid, PE. 6-6275.	ROSE MARIE REID (1407 BROADWAY)	HOTEL SHERATON-ASTOR GRAND BALLROOM

Beginning Monday Nov. 7	OPENING OF SPRING DRESS COLLECTIONS The following members of the FOGA will open their Spring collections: LARRY ALDRICH CO., INC. BEN BARRACK, INC. HARVEY BERIN LTD. WILLIAM FOX, INC. ED GERRICK, INC. A. GOODMAN & CO. GRABOIS Contact: Leonard Gendler, FOGA Exec. Secy., 1440 Broadway, CH. 4-6945.	FASHION ORIGINATORS' GUILD OF AMERICA, INC. JACK HORWITZ ASSOC. NAT KAPLAN, INC. DAVID LEVINE CO. PAUL PARNES CORP. BEN REIG, INC. RUDOLF GOWNS	MANUFACTURERS' SHOWROOMS MARTIN SIMON, INC. HERBERT SONDHEIM FRANK STARR, INC. SUZANNE-AUGUSTINE HANNAH TROY, INC. SAMUEL WINSTON, INC.
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MOVIES...MUSIC...THEATRE...OPERA...BALLET

- Wednesday
August 31 PREMIERE: "THE MAN FROM LARAMIE" (Movie) CAPITOL THEATRE, B'WAY & 51ST ST.
James Stewart, Arthur Kennedy, Donald Crisp, Cathy O'Donnell, Alex Nicol,
Aline MacMahon will star in Columbia's CinemaScope-Technicolor western.
Producer: William Goetz. Director: Anthony Mann. Columbia Publicity:
Hortense Schorr, CI. 5-5000.
- Beginning
Wednesday
Sept. 7- OPENING: N.Y.C. CENTER THEATRE CO. CITY CENTER, 131 WEST 55TH STREET
Sept. 18 Shakespeare's "Othello" will be presented by the Brattle Shakespeare
Players with William Marshall; featuring Jerome Kilty, Jan Farrand,
Michael Wager. Director: John Stix. Sets: Robert O'Hearn. Costumes:
Robert Fletcher. Publicity: Tom Trenkle, MU. 8-3847.
- Sunday
Sept. 11- OPENING: "SADLER'S WELLS BALLET" METROPOLITAN OPERA HOUSE, B'WAY & 39TH
Oct. 16 Sol Hurok will present the Sadler's Wells Ballet for a five week engage-
ment. Ballerinas: Margot Fonteyn, Beryl Grey, Violetta Elvin, Rowena
Jackson, Nadia Nerina, Svetlana Deriosova. Danseurs: Michael Somes,
Brian Shaw, Alexander Grant, Alexis Rassiné, John Feld, John Hart.
Publicity: Martin Feinstein, PL. 9-6000.
- Tuesday
Sept. 27- OPENING: D'OYLY CARTE OPERA CO. SHUBERT THEATRE, 225 WEST 44TH STREET
Nov. 26 The D'Oyly Carte Opera Company will present 8 Gilbert & Sullivan operettas;
Mikado, Trial by Jury, Pirates of Penzance, H.M.S. Pinafore, Iolanthe,
Yeomen of the Guards, Ruddigore, Princess Ida. Publicity: Gerald Goode,
VA. 6-2958.
- Friday
Sept. 30 OPENING: "THE YOUNG AND THE BEAUTIFUL" LONGACRE THEATRE, 220 W. 48TH ST.
Robert Ratnitz, in association with Lawrence Baker, will present the Sally
Benson play based on four F. Scott Fitzgerald short stories. Featuring
Lois Smith and Douglas Watson. Director: Marshall Jamison. Publicity:
Richard Maney, CI. 7-4646.
- Wednesday
Oct. 5 OPENING: "DIARY OF ANNE FRANK" CORT THEATRE, 138 WEST 48TH STREET
Kermit Bloomgarden will present Albert and Frances Hackett adaptation of
Anne Frank's book about a Jewish girl in Holland during the Nazi invasion.
Starring: Joseph Schildkraut, Susan Strasberg, with Gusti Huber, Eva
Rubinstein. Director: Garson Kanin. Publ.: James Proctor, VA. 6-5084.
- Thursday
Oct. 6 OPENING: "THE WOODEN DISH" BOOTH THEATRE, 222 WEST 45TH STREET
Louis Calhern will star and direct in a new play by Edmund Morris, pro-
duced by Armand Deutsch. Featuring: Polly Rowles, James Westerfield,
John Randolph, Edgar Stehli. Settings and lighting: Donald Oenslager.
Costumes: John Boyt. Publicity: Frank Goodman, JU. 2-2746.
- Wednesday
Oct. 12 OPENING: "WILL SUCCESS SPOIL ROCK HUNTER?" BELASCO THEATRE, 114 W. 44TH ST.
Jule Styne will present George Axelrod's new comedy with Orson Bean,
Henry Morgan, Jayne Mansfield, Walter Matthau. Director: Mr. Axelrod.
Costumes and settings: Oliver Smith. Publicity: John Toohey, CH. 4-5452.
- Thursday
Oct. 13 OPENING: "THE DESK SET" BROADHURST THEATRE, 235 W. 44TH STREET
Shirley Booth in a new comedy by William Marchant, produced by Robert
Fryer and Lawrence Carr. Featured: Brenda Farrell, Harvey Stephens and
Byron Sanders, Elizabeth Wilson, Mary Gildea, Clarice Blackburn, Sally
Moffet, Joyce Van Patten, Louis Gossett. Director: John Cromwell.
Sets, costumes and lighting: George Jenkins. Publicity: Maxine Keith,
LA. 4-2697.